



# The Haus Of Fashion

INCORPORATED.

# About Us

The Haus Of Fashion Inc is a 501c3 Non Profit organization dedicated to raising the profile of fashion; with a focus on the emergence of Danville, VA as one of the most important cultural cities in the south. The Haus of Fashion Inc will educate, train, and inspire undiscovered people in the fashion and arts community. We do this by creating a platform for all creatives proving everyone deserves a chance; no matter where they come from.

We highly believe in supporting emerging local and global fashion businesses, talents, and organizations that need our support! Our events are an expression of community coming together, creating business, collaborations, and network.



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# Mission

Foster and Empower individuals from diverse backgrounds by providing grassroots, educational, entrepreneurship, and art's opportunities.

We are dedicated to creating an inclusive and supportive community that nurtures creativity, promotes cultural activities, and empowers innovative thinking.

## Core Values

**Empowerment** - Providing access and support that will strengthen and enable creatives to secure their part of the American Dream

**Innovation**- Consistently implementing creatives strategies that institute progression

**Influence**- Having the capacity to effect the character, development or behavior of someone

**Educate**- Give someone training and/or information on a particular field.

# About DFW



Established in 2016, DFW has grown to be one of the largest independent Platforms in the state. Founded by Kelly Cunningham, Executive Director of The Haus of Fashion Inc. (501c3 non profit organization) DFW was created to further propel the emerging fashion community in her rural hometown, Danville, VA. This event showcases many months of preparations through workshops, self esteem building, fashion etiquette, photo shoots, etc. Over time the production has grown into providing a stage for independent designers, models and other artists abroad.

The production has proven its successes by hosting sold out events and preparing designers and models for higher profiled events and showcases. We are not just producing a show, we are teaching and training all participants within their passion. Once this program starts: Modeling workshops/panels, Make Up workshops, Photography Shoots, and Promos are all completed by individuals who have chosen this field to be their career. Creatives who are experts in this profession coach and mentor to provide the most memorable event to mind.

The Haus of Fashion has participated in New York Fashion Week, Los Angeles Fashion Week, and Miami Swim Week. DFW has featured local and global celebrity hosts including a host from CW's "America's Next Top Model. Building successful relationships with modeling agencies and buyers across the country adds value to the shows unique brand and making it one of the largest platforms for independent designers of all levels.

The Haus of Fashion Inc. strives to be a staple in the world of fashion, introducing new and undiscovered talent one artist at a time, and promoting the idea that everyone deserves a chance. Having DFW as a platform provides a career path for independent creatives all over the world, allowing dream chasers to continue to work in area in which they are passionate.



# WHY PARTNER w/ HAUS OF FASHION

For corporate brands, now is the time to get in the act. For the past 6 years our local business owners have represented our community and supported our organization and this event well. Each year we look to expand our programming more and more. As fashion transforms from international to global, from individual designer to household brand; connect your brand to a value which is on the way up

- DFW provides brand awareness to multiple cities and states.
- DFW has a reach of over 50k and growing.
- DFW core values rests in creating and maintaining healthy relationships with people.
- DFW goal is to create a long-term relationship with its brand partners.
- DFW provides an innovative marketing strategy for brand partners to reach new networks

- THE GLOBAL FASHION INDUSTRY GENERATES \$3.0 TRILLION IN REVENUE P/YEAR.
- \$380 BILLION IN US REVENUE GENERATED P/YEAR.
- U.S. FEMALE APPAREL SALES CURRENTLY TOP \$115 BILLION P/YEAR.

  
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# SPONSORSHIP PACKAGES

## TITLE SPONSOR - 1 \$15,000

Logo on DFW website

- Inclusion in all press releases and press opportunities
- Inclusion in media promotions/commercials
- Inclusion in all social media promotions
- Signage at all events
- Full page ad in program booklet
- Company logo on all printed and electronic materials
- All marketing items included in attendee gift bags
- 10 VIP all access passes with reserved seating at all events
- Brand mention at all events by event host
- On-site product presence
- 4 VIP tickets to all events

## PACKAGE A - 2 \$10,000

- Logo on DFW website
- Inclusion in all press releases
- Signage at all events
- Half page ad in program booklet
- Company logo on all printed and electronic materials
- All marketing items included in attendee gift bags
- 8 VIP all access passes with reserved seating at all events
- Brand mentioned at all events by event host
- On-site product presence
- 2 VIP tickets to all events

## PACKAGE B - 3 \$5,000

Logo on DFW website

- Inclusion in all press releases
- Signage at the fashion show
- ¼ page ad in program booklet
- Company logo on all printed and electronic materials
- One marketing item included in attendee gift bags
- 6 VIP all access passes with reserved seating at all events
- Brand mentioned at fashion show by event host
- 2 VIP tickets to all events

# SPONSORSHIP PACKAGES

## PACKAGE C-4 \$2500

Logo on DFW website

- Inclusion in pre-event press release
- Company logo on all printed and electronic materials
- 4 VIP reserved seating at fashion show
- 2 VIP tickets to all events

## PACKAGE D-5 \$1000

- Inclusion in pre event press release
- Company logo on all printed and electronic materials
- 2 VIP reserved seating at fashion show
- 2 VIP tickets to all events

## IN-KIND DONATIONS

- Accessories
- Shoes
- Hair/Make up services
- Cosmetic printing services
- Media partnership
- Photography
- Advertisement Services
- Videography

SPONSORSHIPS ACCEPTED BY CHECK TO:

The Haus of Fashion, Inc.

525 Lynn Street

Danville, Va 24541

OR

By Invoice emailed to your company